

Find a good location for open a Coffee shop in New York city

Liu Yixin
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Why New York

- In 2019 population of 8,336,817 distributed over about 302.6 square miles
- Global hub of business and commerce
- The market is highly competitive

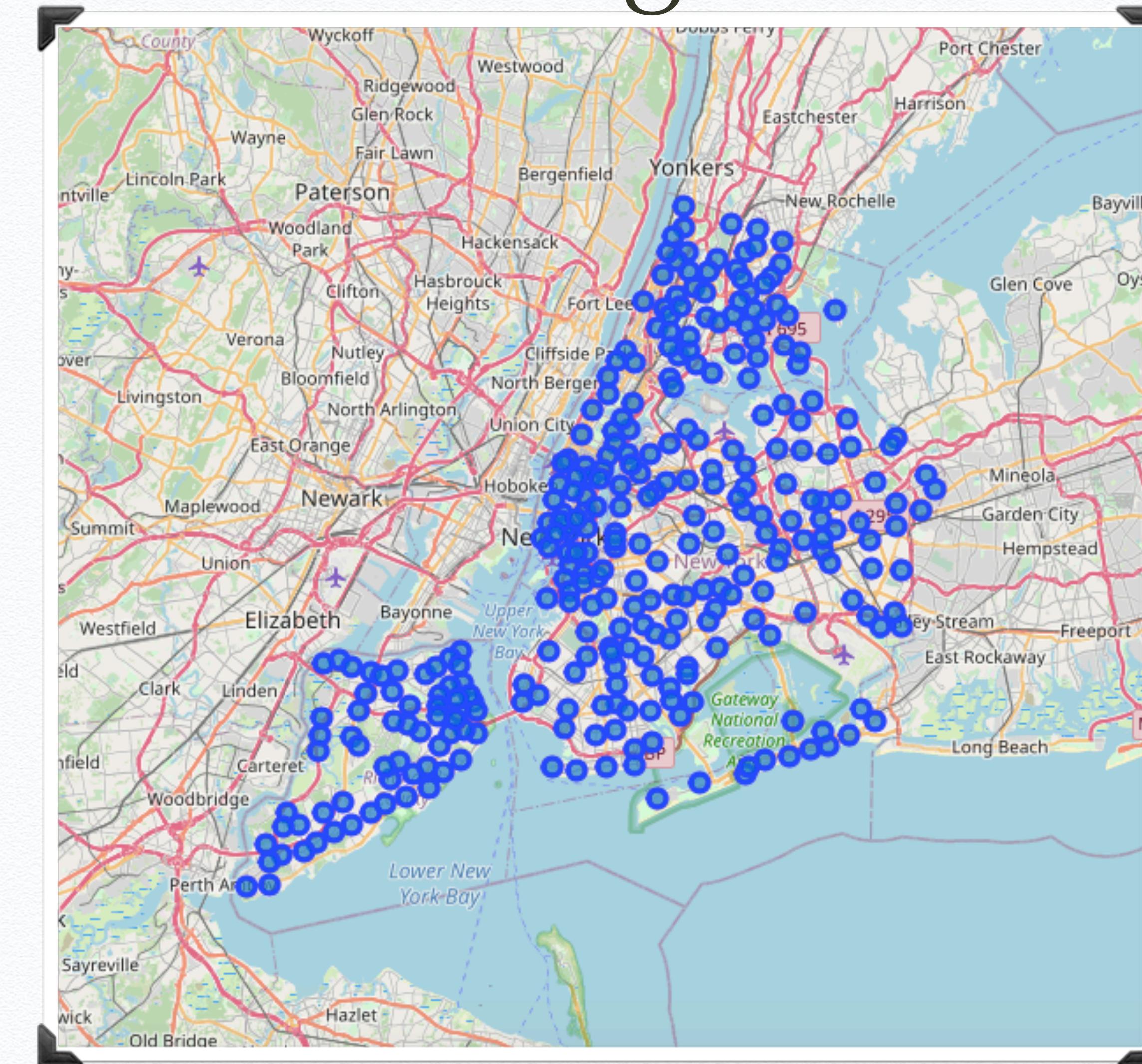


Why Cafe

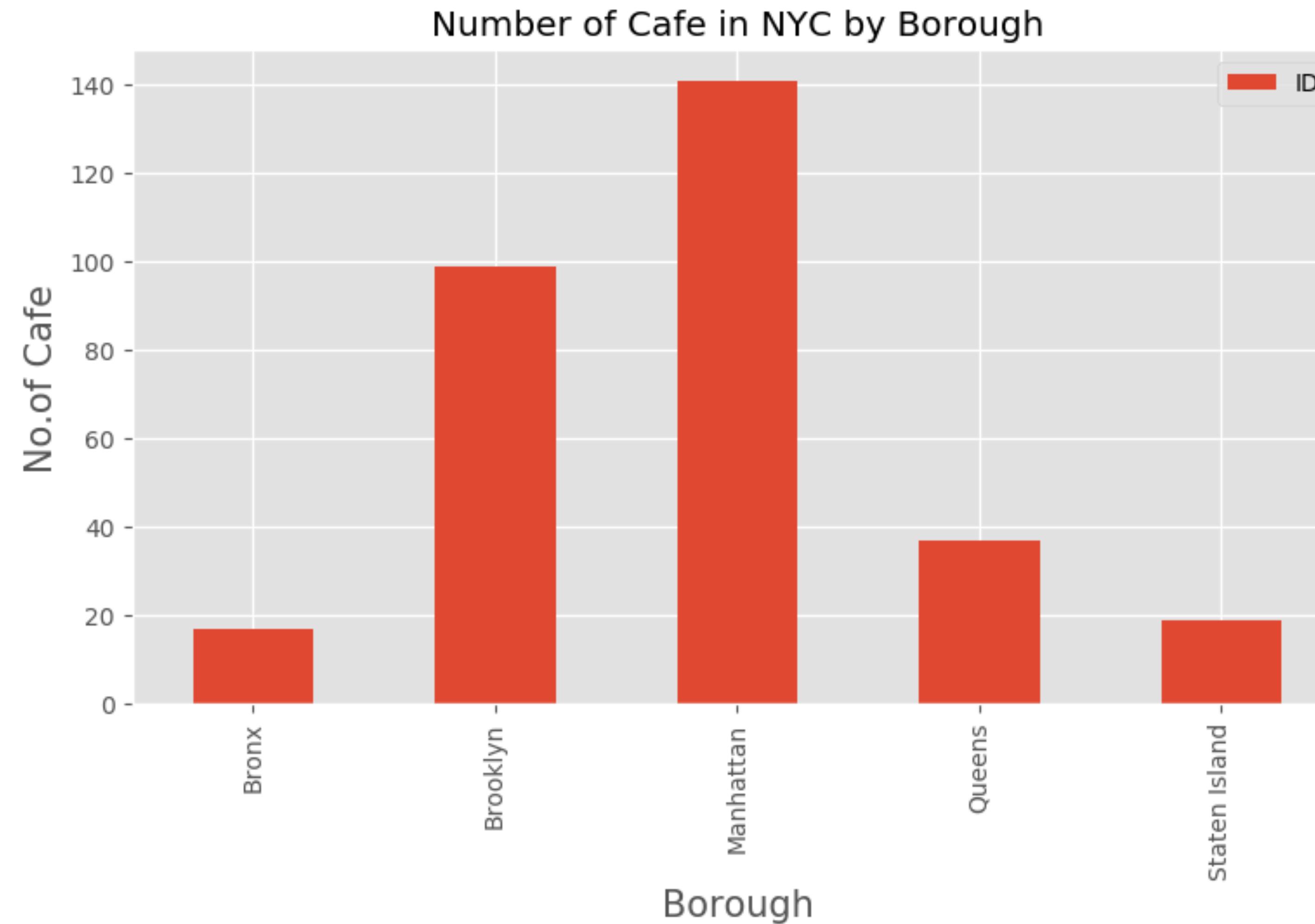
- ❖ Coffee is massive popularity
- ❖ Around 25% of Americans purchase prepared drinks like lattes or iced coffees at least three times per week



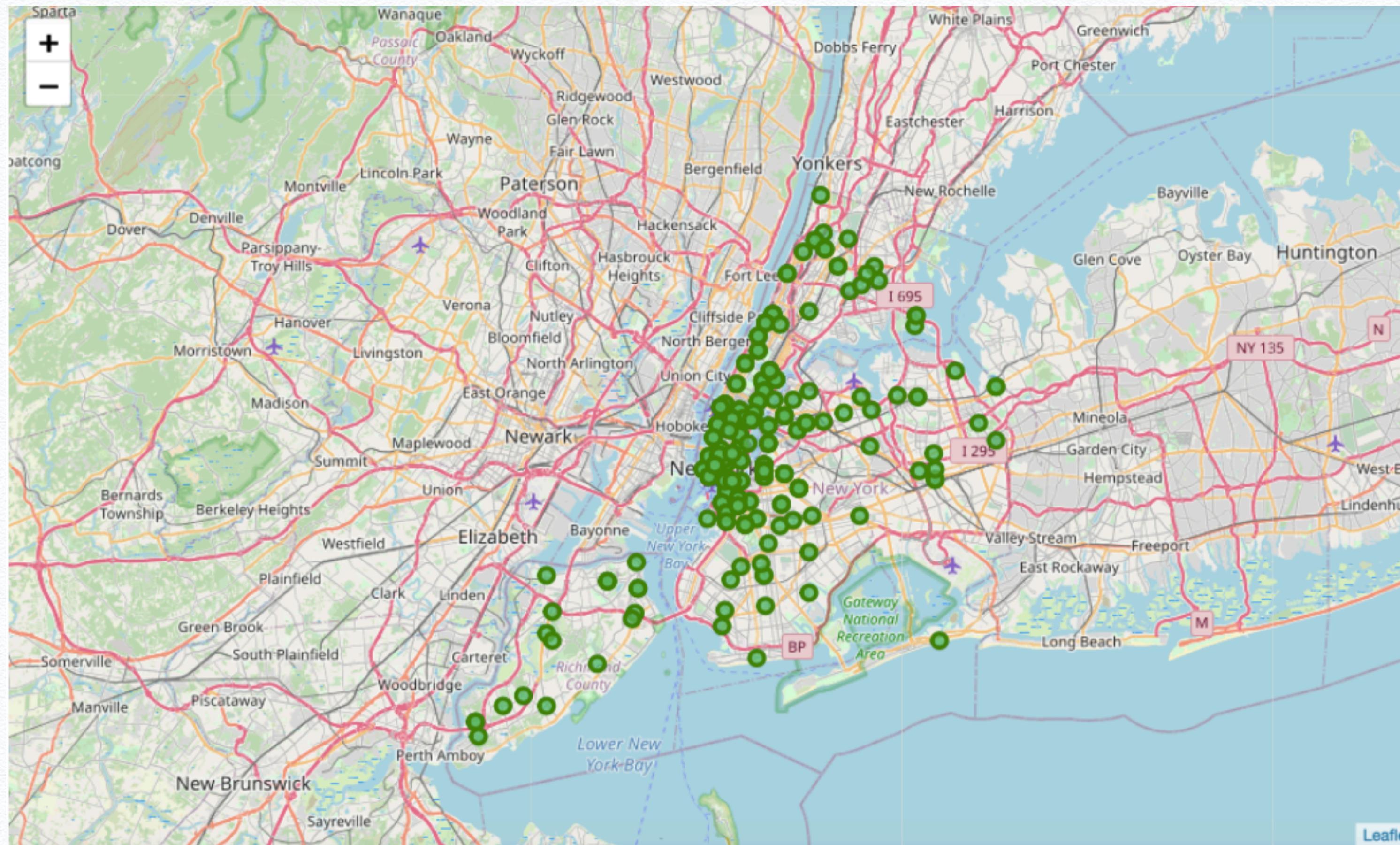
New York Neighborhood



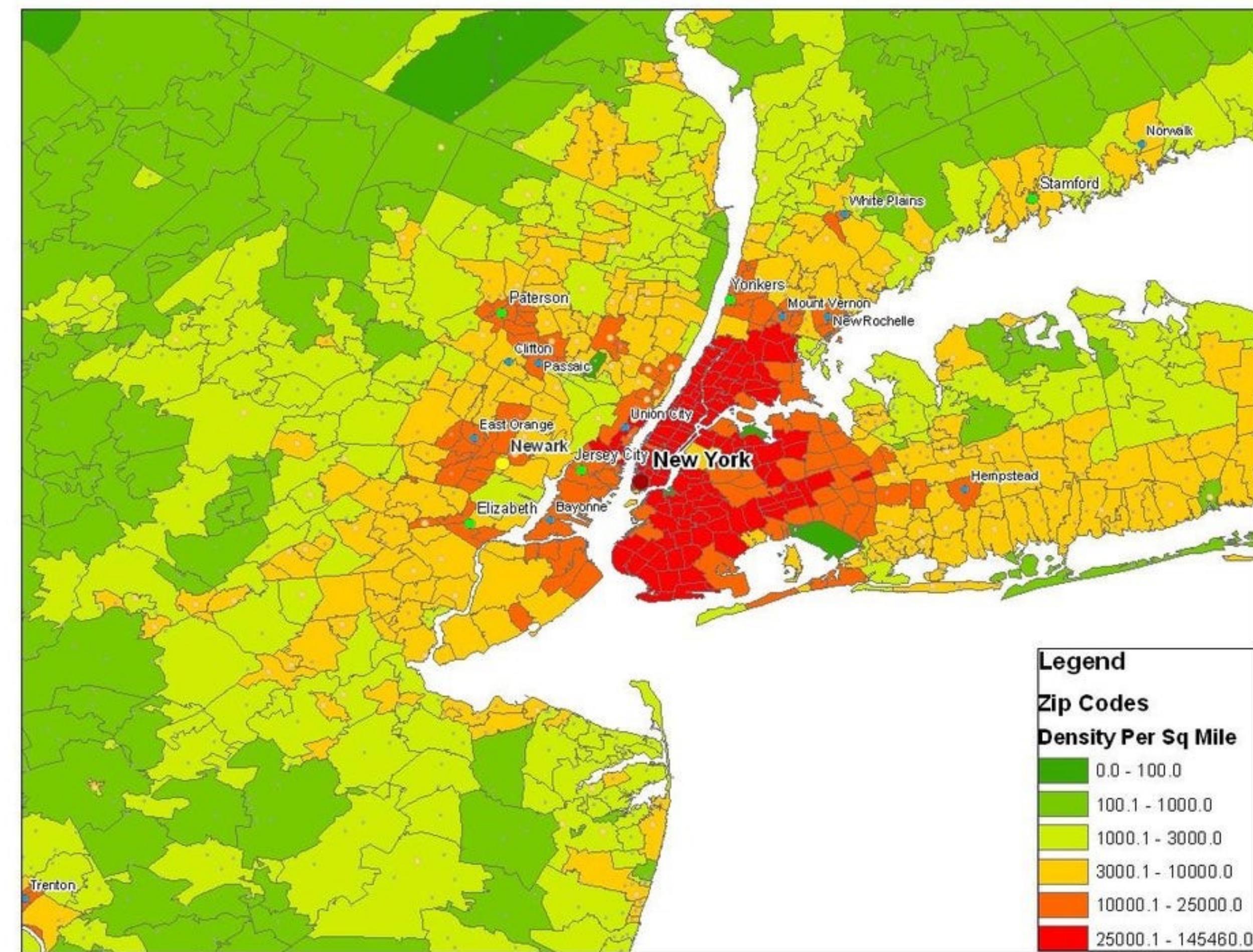
There is 312 coffee shops in our data



All the 312 coffee shops' location



The density of population in New York area



- ❖ Manhattan have the highest number of coffee shops
- ❖ The number of coffee shops is related with density of population

List top 15 coffee shop by Rating on Foursquare API

	Borough	Neighborhood	ID	Name	Likes	Rating	Tips
46	Brooklyn	Carroll Gardens	58d933702f91cb026f478e38	East One Coffee Roasters	242.0	9.2	34.0
47	Brooklyn	Carroll Gardens	5d7ce692b4fc9c0008394021	Hungry Ghost	19.0	8.9	0.0
16	Brooklyn	Greenpoint	576eb1f5cd10a371033f7ad6	Maman	175.0	8.9	36.0
15	Brooklyn	Greenpoint	518cf9ec498e8c38bda0268d	Homecoming	215.0	8.8	44.0
33	Brooklyn	Bushwick	55e9fe71498e8edb034385a7	Dweebs	86.0	8.8	20.0
28	Brooklyn	Prospect Heights	5a6cc216f5e9d763b7a37c8f	Gran Caffe De Martini	25.0	8.8	7.0
output; double click to hide		amsburg	55b02e05498ef881a3a44c6d	The Flat's BK Speed Coffee	83.0	8.7	16.0
27	Brooklyn	Prospect Heights	4a2407e6f964a520ef7d1fe3	Sit & Wonder	304.0	8.7	116.0
41	Brooklyn	Brooklyn Heights	59d7872e5a2c911745c2e8ca	Joe Coffee	92.0	8.7	12.0
7	Bronx	Van Nest	4c1c5630e9c4ef3b4ccd45aa	Conti's Pastry Shoppe	47.0	8.5	15.0
20	Brooklyn	Greenpoint	55cf6244498e24c4ebe3ae0b	Sweetleaf	169.0	8.5	24.0
0	Bronx	Kingsbridge	5660c06b498e4003dba169a5	Mon Amour Coffee & Wine	22.0	8.4	7.0
40	Brooklyn	Brooklyn Heights	4de26e06814df7ebdc14af8b	Vineapple Cafe	465.0	8.4	151.0
17	Brooklyn	Greenpoint	58b6e16ffc73d40233da9715	odd fox	39.0	8.3	7.0
1	Manhattan	Marble Hill	55f81cd2498ee903149fcc64	Starbucks	24.0	8.2	2.0

List top 15 coffee shop by Likes on Foursquare API

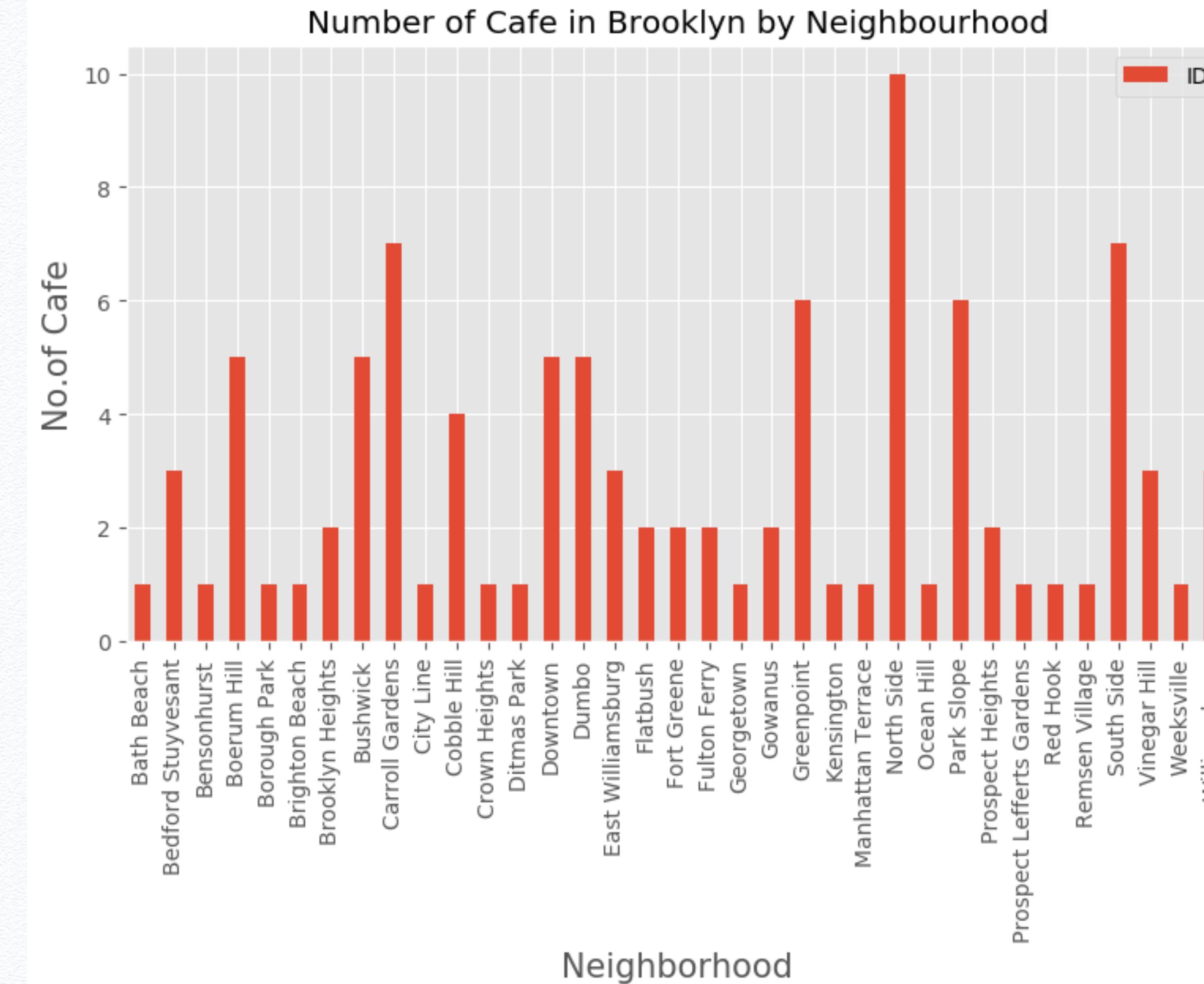
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27	Brooklyn	Prospect Heights	4a2407e6f964a520ef7d1fe3	Sit & Wonder	304.0	8.7	116.0
43	Brooklyn	Cobble Hill	55423f82498e5156ac21cfb6	Swallow Cafe	253.0	7.9	47.0
46	Brooklyn	Carroll Gardens	58d933702f91cb026f478e38	East One Coffee Roasters	242.0	9.2	34.0
15	Brooklyn	Greenpoint	518cf9ec498e8c38bda0268d	Homecoming	215.0	8.8	44.0
16	Brooklyn	Greenpoint	576eb1f5cd10a371033f7ad6	Maman	175.0	8.9	36.0
20	Brooklyn	Greenpoint	55cf6244498e24c4ebe3ae0b	Sweetleaf	169.0	8.5	24.0
19	Brooklyn	Greenpoint	4d8f7d48d265236a02c72117	Upright Coffee	157.0	7.8	49.0
21	Brooklyn	Brighton Beach	4b59aedcf964a520999228e3	Starbucks	129.0	6.5	37.0
41	Brooklyn	Brooklyn Heights	59d7872e5a2c911745c2e8ca	Joe Coffee	92.0	8.7	12.0
35	Brooklyn	Bushwick	54c595e2498e9ffb3d369250	Bushwick Public House	87.0	7.3	20.0
33	Brooklyn	Bushwick	55e9fe71498e8edb034385a7	Dweebs	86.0	8.8	20.0
23	Brooklyn	Flatbush	5172b2d4498e646485496d05	Coffee Mob	84.0	7.8	29.0
29	Brooklyn	Williamsburg	55b02e05498ef881a3a44c6d	The Flat's BK Speed Coffee	83.0	8.7	16.0
31	Brooklyn	Williamsburg	5659be63498e1bd863c1e601	Northerly	69.0	7.6	13.0

List top 15 coffee shop by Tips on Foursquare API

	Borough	Neighborhood	ID	Name	Likes	Rating	Tips
40	Brooklyn	Brooklyn Heights	4de26e06814df7ebdc14af8b	Vineapple Cafe	465.0	8.4	151.0
27	Brooklyn	Prospect Heights	4a2407e6f964a520ef7d1fe3	Sit & Wonder	304.0	8.7	116.0
19	Brooklyn	Greenpoint	4d8f7d48d265236a02c72117	Upright Coffee	157.0	7.8	49.0
43	Brooklyn	Cobble Hill	55423f82498e5156ac21cfb6	Swallow Cafe	253.0	7.9	47.0
36	Brooklyn	Bushwick	4ee74dca7ee5cae3f273d82e	Central Cafe	61.0	6.2	45.0
15	Brooklyn	Greenpoint	518cf9ec498e8c38bda0268d	Homecoming	215.0	8.8	44.0
21	Brooklyn	Brighton Beach	4b59aedcf964a520999228e3	Starbucks	129.0	6.5	37.0
16	Brooklyn	Greenpoint	576eb1f5cd10a371033f7ad6	Maman	175.0	8.9	36.0
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44	Brooklyn	Cobble Hill	580d0a4838fa8cf0e28e76c2	Espresso Me	48.0	6.9	16.0
29	Brooklyn	Williamsburg	55b02e05498ef881a3a44c6d	The Flat's BK Speed Coffee	83.0	8.7	16.0

- ❖ Brooklyn is more popular coffee area than Manhattan
- ❖ Coffee shops in Brooklyn have more Likes and Tips

All the coffee shop in Brooklyn



The Retail rent in Brooklyn

- ❖ Williamsburg \$87 - \$276 per square foot
- ❖ Greenpoint \$69 - \$70 per square foot
- ❖ Park Slope around \$99 per square foot
- ❖ Downtown Brooklyn \$157 -\$296 per square foot
- ❖ Dumbo around \$60 per square foot
- ❖ Cobble Hill \$95 - \$120 per square foot
- ❖ Prospect Heights \$120 per square foot

from Winter 2020 Brooklyn Retail Report

Conclusion

- ❖ If you want open a coffee shop in New York, Brooklyn area is the better choices.
- ❖ For the small business Dumbo and Greenpoint are the two good location choice because they have lower rent.

Thank you!